

BBF Media Coverage Methodology

Developed by: Gabriela Buccini and Amber Hromi-Fiedler

Reviewed by: Rafael Pérez-Escamilla, Richmond Nii Okai Aryeetey (Ghana), Teresita González de Cosío (Mexico), Isabel Ferré Eguiluz (Mexico) & Yale BBF team

Background

The BBF assessment conducted in Mexico and Ghana from July 2016-February 2017 resulted in the development of recommendations tailored to each country’s needs as well as wide spread dissemination of those recommendations to key stakeholders and decision makers. Although these activities were intended to improve the scaling up of the breastfeeding environment within both countries, little is known about the upstream factors that support effective implementation of these recommendations.

Acknowledging the complexity and dynamic nature of changes in public opinion, policy, legislation and implementation, a common framework has informed the BBF research activities in Mexico and Ghana (Figure 1).

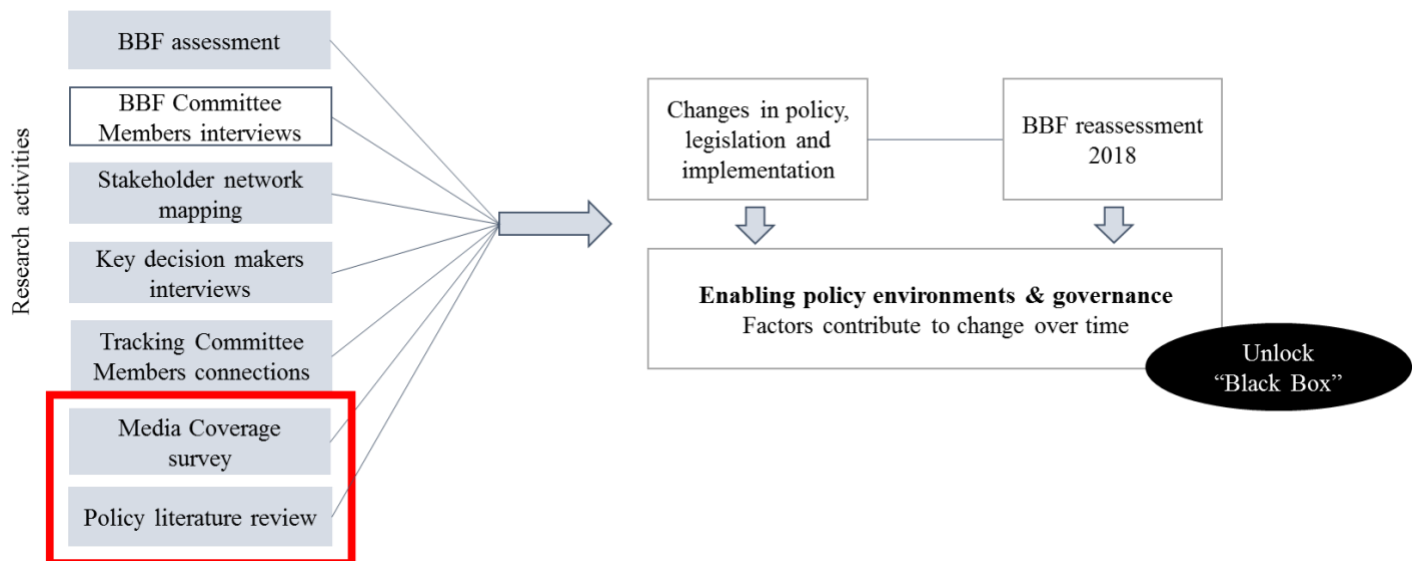


Figure 1. Conceptual framework for assessing breastfeeding policy processes and implementation changes over time.

As a next step, we designed and conducted a media survey aiming to document media coverage related to breastfeeding within Mexico and Ghana over the past year. Our hypothesis was that, through this process, we will (1) gain a deeper understanding of the changes (advances and improvements in performance) involving breastfeeding policymaking and governance within each country by gear, and (2) be able to identify opportunities to enable policy and governance that will strengthen the breastfeeding scale-up environment. Both informed the BBF reassessment in each country in 2018.

Methodology

Overview. The media survey includes: (1) identifying aims; (2) defining key terms and developing a search strategy; (3) gathering, organizing and analyzing the data; (4) developing a policy report; and (5) dissemination of results. The first step is to identify the individual aims for conducting the media survey as well as the policy literature review. Second, define key words and terms while considering the multiple types of searches that can be conducted. Third, conduct search strategy steps include defining a timeframe, identifying information sources and databases to search, and developing inclusion/exclusion criteria. Once the search is implemented, the data is organized and analyzed to meet the specific media survey and policy literature review aims. The findings can be used to: a) assist with BBFI assessment/reassessment and b) develop a policy report synthesizing the findings for dissemination to key decision makers.

Figure 2 presents an overview of the proposed methodology to gather data for both (A) Media Coverage and (B) Policy Literature Review.

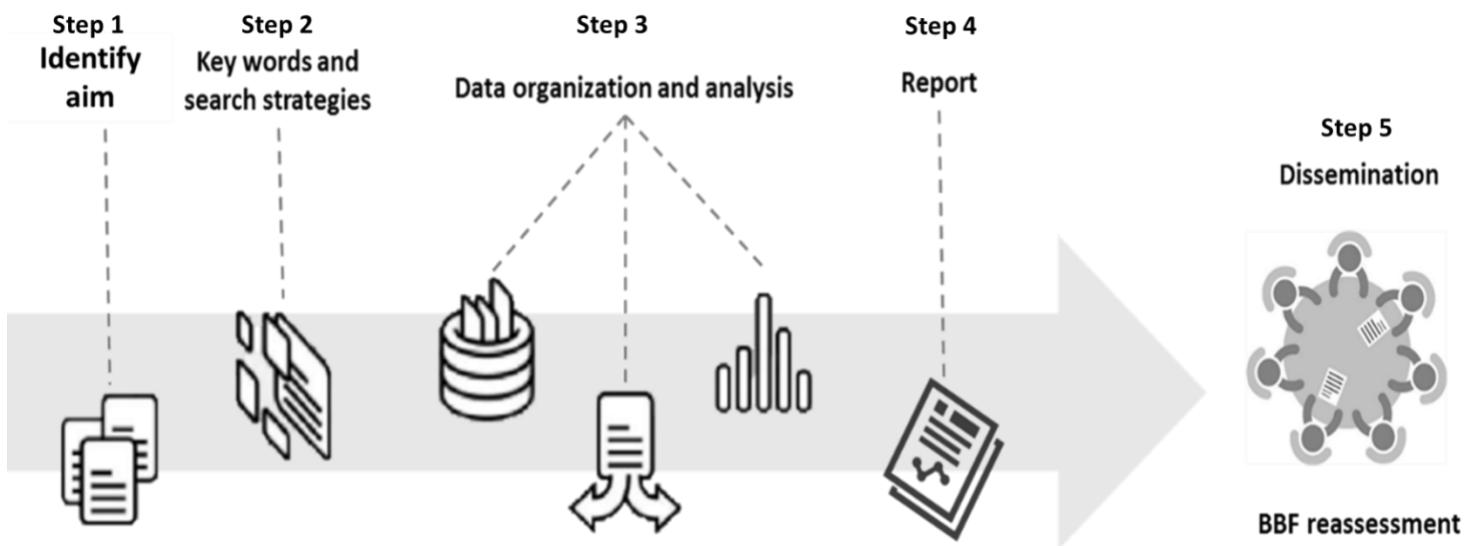


Figure 2. Methodology overview

It is recommended that the person leading this methodology have some previous level of experience with the BBF and/or BBFI before implementing the media survey methodology, since these searches require familiarity with the BBF committee recommendations and national breastfeeding environment.

A. MEDIA SURVEY

Step 1. Identify aims for media survey. This media survey aims to identify and record countrywide media coverage that highlights breastfeeding (including events, activities, promotion, as well as any other coverage about breastfeeding) through different online media platforms (i.e., newspaper, television, magazines, blogs, and internet including social media) over the past year in order to understand the breastfeeding scale-up environment overall

and within each gear. The objective is to identify as many media documents as possible on breastfeeding in the country.

Step 2. key words and search strategy. Three components need to be defined before conducting the search: (1) key words, (2) time period, (3) information sources and databases.

a. Define key words. To build the search strategy, “Breastfeeding” will be the primary key word included. Similar terms related to breastfeeding within the country as well as terms related to each of the gears should also be included (e.g. Breastfed, Breastfeed, etc.). For example: 1) Breastfeeding/breastfeed and *country’s name*; 2) Breastfeeding/breastfeed, maternity leave and *country’s name*.

NOTE: if conducting this search for the BBF reassessment, key words related to the BBF priority recommendations disseminated in the 5th meeting should be defined and also included in the search strategies.

b. Define search period. As the results of the media survey will also be used to inform the BBFI scoring during the BBF assessment or reassessment, the time period will extend over the past year and should reflect the country’s assessment/reassessment timeline. For example, if the country chooses to assess the BBFI over a calendar year, the media survey search period should reflect that same time period.

NOTE: For Mexico and Ghana, since the search will occur before the reassessment period, if this timeframe does not fully cover the year-long time period covered during the BBF reassessment, an update of the media survey results should be conducted. For example, if the media survey search is conducted across January 2017 – December 2017 but the BBF committee determines that they would like to score the BBFI over the calendar year March 2017 – March 2018 (since they may begin in April 2018), the results will need to be updated to include media coverage from January 2018 – March 2018 to assist the BBF country committee with scoring the BBFI during the reassessment.

c. Define source of information and database. The media survey can include the following media platforms: newspaper, television, magazines, blogs, and internet, the latter of which can include social media (i.e. Facebook, Twitter, etc.). It also can include online print materials for example weekly journals, magazine with high circulation within the country or region. To gather the data from these media, platforms, diverse databases can be used (e.g. Google, Bing, or other search engines). Country BBF-teams (i.e., PI, research coordinator, etc) can define the most powerful databases within the country.

Methodological notes for conducting media survey: *If using search engines to identify results, the recommendation is to review at least the first 10 pages resulting from the search. When using these search engines, alerts can be created to identify articles with the key words highlighted and sent to the research coordinator/study PI. This may be useful to ensure updates are received.*

After these 3 components are defined, the survey methodology can be implemented by an in-country research assistant. The search strategy and resulting articles that are generated should be documented (see Table below in step 4) to keep track of the process. Using the media survey table example below as a template, first, each document/reference/publication should receive a unique identification number (#). Second, date of search and media platform published need to be described. During this step, duplicates should be identified and removed (please document number of duplicates).

d. Apply inclusion and exclusion criteria. The research assistant will conduct a preliminary review of the documents to determine whether they meet the inclusion/exclusion criteria. Complete the Table below to

continue documenting each media source to classify them as being included or excluded. **Inclusion criteria:** all media documents/references related to breastfeeding within the country and specified period. Media documents/references that are not related to breastfeeding and/or the BBF committee recommendations will be **excluded**. Once all media documents have been identified as included/excluded, the included documents should be exported to a single document (excel file or another as preferred).

Methodological notes for conducting media survey: *Media coverage related to breastfeeding can be both positive and negative. Within the context of this media survey search, any media attention (positive and negative) related to breastfeeding should be included as results and the analysis will account for the positive and negative coverage as well as how that may have initiated or contributed to change. For example, in Mexico in 2014, a breastfeeding promotion campaign entitled “Give your breast to your child, don’t turn your back on them” garnered negative media attention claiming it shamed and guilted women rather than addressing real breastfeeding barriers and the actresses used didn’t reflect the reality of Mexican mothers.¹ The negative media attention this garnered caused this campaign to be withdrawn and a new breastfeeding campaign featuring more representative women to be launched.*

Methodological notes for conducting media survey: *If using the media survey results to help score advocacy benchmarks for the BBFI, both positive and negative media attention can be considered for the AG1 benchmark as long as: a) it is in response to planned major events (such as conferences, gatherings, reports, photos, TV ads, etc.) and b) the media coverage galvanizes public attention towards advocating for breastfeeding. For AG2, media results may be helpful in identifying essential champions and determining if they meet the stipulated criteria in the manual.*

Step 3. Data organization and analysis. Once the media sources have been determined to be included/excluded, the research assistant will read all the included materials and assign the following information for each publication: (a) a major group (does the document discuss breastfeeding in general or a topic related to the BBFI scoring (i.e., gear or benchmark related)); b) determine the nature of the information (positive or negative) in relation to the breastfeeding environment in the country, and (c) using a SWOT matrix (i.e., a structured evaluation of *strengths, weaknesses, opportunities, and threats*) classify if the publication/document describes the strengths, weaknesses, opportunities, or threats/challenges in relation to breastfeeding environment within the country. To assess the quality of the data entry, every 10th included media source in the table will be independently read and table information assigned by another research assistant or PI to assess convergence of data. Any discrepancies will be determined through consensus. If more than 10% of the data reviewed differs between research assistants, all the data will be reviewed by a second research assistant. At the end of the process, just for countries going through the BBF reassessment, if any media sources related to a BBF recommendation this should be indicated and a brief description should be provided). To complete this step, it is essential to have a list of all the recommendations by gear nearby. Any insights or important notes should also be recorded.

¹ For more information about this campaign, the following media sources can be accessed:

https://www.huffingtonpost.com/2014/05/27/mexico-city-breastfeeding-ad-causes-uproar_n_5398306.html ;

<http://www.foxnews.com/health/2014/05/27/mexico-city-campaign-to-encourage-breast-feeding-comes-under-fire.html>

Media survey - table example. See Appendix 1 for full table.

#	Date Published	Media platform	Title of the publication	Reference (link or placed published)	Duplicate (check if yes)	Inclusion (check if yes and describe a reason)	Exclusion (check if yes and describe a reason)	Type of event/announcement/photo/videos/ Facebook/twitter posts (e.g., World BF Week, milk bank inauguration, BFH certified, mom asked to leave restaurant for BF, etc...)	Coding process			If related to BBF recommendation, please indicate and describe:	Additional notes	
									(a) Major groups		(b) Nature of the information (positive or negative)			(c) SWOT
									(1) Breastfeeding general (check if yes)	(2) BBFI (check if yes and please, indicate gear name or benchmark number)				

Step 4. Report. Once the table has been completed, the data within the table can be described qualitatively and quantitatively. Results can be presented using graphics to characterize the breastfeeding scale-up environment within a country. *For countries reassessing the BBF, if any of the media sources relate to how the BBF recommendations have been implemented (i.e. look at the column “If related to BBF recommendation, please indicate and describe”), please include graphics related to this as well.* Thus, it is suggested that tables and graphs can be considered to show: (1) themes that emerged from the data, for example, a frequency table or histogram/bar graph of the theme frequency; (2) themes vs SWOT to understand which themes emerged in relation to strengths, weaknesses, opportunities, and threats/challenges of the publications, for example, a 2x2 table or a bar graph of themes by SWOT or SWOT by themes; (3) BBF recommendations vs SWOT to describe which BBF recommendations were related to strengths, weaknesses, opportunities, and threats/challenges of the publications, for example, a 2x2 table or a bar graph of recommendation by SWOT or SWOT by recommendation.

C. MEDIA SURVEY DISSEMINATION

Data from the media survey will inform a narrative report describing the breastfeeding scale-up environment that will be submitted to Yale BBF team. This report will reflect findings as well as challenges and opportunities that advance the advocacy agenda while increasing and garnering political commitment to improve breastfeeding within the country. Results will also contribute to the development of a peer review manuscript that documents the BBF reassessment findings. Results can also be used to develop a policy brief for dissemination to advocates and decision makers.

Some resources to guide manuscript preparation:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4917929/>

<https://www.ncbi.nlm.nih.gov/pubmed/29215979>

<https://internationalbreastfeedingjournal.biomedcentral.com/articles/10.1186/1746-4358-1-10>

<http://onlinelibrary.wiley.com/doi/10.1038/oby.2012.27/full>

